



Public service is at the heart of everything we do.

**Board Of Directors:**

Paul Seger – *President*

Joe Kovalick – *Vice President*

Marilyn M. Tiernan | Jason Shaw | Conan Moats

General Manager: Dan Muelrath

General Counsel: Wes Miliband

Board Secretary: Kait Knight

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AGENDA

The Emergency Meeting of the Board of Directors of Diablo Water District will be held on January 12, 2026 at 2:00 pm at the District's Corporation Yard, 3990 Main Street, Oakley, California. This meeting is being conducted in person. This meeting is being conducted in person and via webinar. Members of the public and District staff may attend the meeting via conference call / web using the credentials below. Members of the public will continue to have the opportunity to provide public input via the webinar or phone features. This meeting is being noticed as emergency due to shelter in place by City of Oakley Police Department.

Dial in Number: 1-949-346-1487

Conference ID: 338 970 46#

Or

Web Option: <https://www.diablowater.org/web-meeting-portal>

The District's agendas and supporting documents are available on the District's website: [www.diablowater.org](http://www.diablowater.org), or by calling Kait Knight at (925) 625-6587. A fee may be charged for copies.

If you have a special accommodation needs to attend the meeting, please provide at least two (2) business days' notice prior to the meeting by calling Kait Knight at (925) 625-6587.

**1. Call to Order, Roll Call, and Pledge of Allegiance.**

**2. Public Input.**

Anyone present may address the Board of Directors on any subject within the jurisdiction of Diablo Water District. If the subject item is on this Agenda, please hold public comment until the appropriate item. **All virtual attendees will remain on mute until called upon to address the Board.**

**Action Items**

**3. Environmental Site Assessment Contract Award.**

Staff Recommendation: Authorize the General Manager to execute and administer a not-to-exceed contract of \$27,000 (plus a 10% contingency) with EKI Environment & Water for the completion of a Phase I ESA.

### Discussion Items

4. **Strategic Planning Session.**
5. **3-Year Public Relations Strategic Plan.**
6. **Next Meetings of the Board of Directors.**
  - January 28, 2026 Regular Meeting – 6:30 pm
  - February 25, 2026 Regular Meeting – 6:30 pm
  - March 25, 2026 Regular Meeting – 6:30 pm
7. **Adjournment.**

*Posted this 12<sup>th</sup> day of January 2026.*



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Dan Muelrath, General Manager

**DIABLO WATER DISTRICT**  
January 12, 2026 Board Meeting  
Item Number 3



TO: Each Director  
FROM: Dan Muelrath, General Manager  
SUBJECT: Environmental Site Assessment Contract Award.

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The District is conducting due diligence for the potential purchase of a property. As part of this due diligence, Staff recommends completion of a Phase I Environmental Site Assessment (ESA) in accordance with ASTM E1527-21 standards.

The Phase I ESA is intended to identify any Recognized Environmental Conditions (RECs) associated with the property that could impact the District's intended use, feasibility, cost, or timing of acquisition and future use.

A Phase I ESA consists of:

- Review of historical land uses and regulatory records
- Site reconnaissance (visual, non-destructive)
- Interviews with knowledgeable parties
- Identification of environmental conditions that may warrant further investigation

A Phase I ESA does not include sampling or laboratory analysis but serves to define what, where, and how testing should be conducted during the Phase II ESA.

Staff evaluated proposals based on:

- Experience with Phase I ESAs for large properties
- Familiarity with California regulatory requirements
- Project approach, usefulness of deliverables, and schedule
- Cost

The recommended action is not a project under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378(b)(5), as it involves administrative and feasibility activities for information gathering.

**RECOMMENDATION:**

Authorize the General Manager to execute and administer a not-to-exceed contract of \$27,000 (plus a 10% contingency) with EKI Environment & Water for the completion of a Phase I ESA.

*Dan Muelrath*

Dan Muelrath  
General Manager



DIABLO WATER DISTRICT  
January 12, 2026 Board Meeting  
Item Number 4

TO: Each Director  
FROM: Dan Muelrath, General Manager  
SUBJECT: Strategic Planning Session.

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The following strategic priority items will be discussed. Additional items may be added or discussed during this session.

1. One Water Approach
  - Marsh Creek
  - Stormwater
  
2. Conference and Trainings
  - Discuss conference and training opportunities focused on policy, governance, and high-level technical issues relevant to Board service.
  
3. Interagency Collaboration
  - Discuss interagency collaboration with key regional partners.
  
4. Artificial Intelligence
  - Discuss operational and governance issues and opportunities to assist with the District's AI policy development.

**RECOMMENDATION:**

Receive and discuss.

*Dan Muelrath*

Dan Muelrath  
General Manager

**DIABLO WATER DISTRICT**  
January 12, 2026 Board Meeting  
Item Number 5

TO: Each Director  
FROM: Kait Knight, District & Community Relations Manager  
SUBJECT: 3-Year Public Relations Strategic Plan.

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At the September 25, 2024 Board meeting, the District established a Public Relations (PR) Ad Hoc to support Staff with policy guidance and to review a 3-Year Strategic Plan developed in response to future community needs and the District's vision.

Director Tiernan and Vice President Kovalick worked diligently with Staff on the initiative. Director Shaw has recently been assigned to complete the work of the Ad Hoc in place of Vice President Kovalick.

The purpose of this session is to present the Board with the developed plan and gather any additional feedback before finalizing the plan.

**RECOMMENDATION:**

Discuss.

*Kait Knight* \_\_\_\_\_

Kait Knight  
District & Community Relations Manager

# Public Relations 3-Year Strategic Plan FY 25/26-27/28



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## Plan Summary

### Vision:

Continue to be a valuable resource to our customers. Be a trusted, accessible resource where customers feel seen, heard, and empowered through information and education.

### Plan Objectives:

- Educate customers about current available resources.
- Bring all rebates in-house and expand offerings.
- Increase brand recognition and visibility.
- Engage the community through events, workshops, and partnerships.
- Meet customers where they are.
- Ensure objectives are right-sized for the District.

### Key Challenges & Opportunities:

- Unfunded state-mandated regulations.
- Infrastructure improvements and investment awareness.
- Customer awareness of rebates and resources.
- Opportunity to increase community trust and engagement.

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## Board Input & Priorities

Topic	Feedback/Notes	Priority (High/Medium/Low)	Status
Rebates	Bring all rebates in-house; add new rebates	High	FY 27/28
Branding	Increase visibility with vehicle wraps, art on reservoirs, co-branding with local restaurants, etc.	Medium	FY 25/26-26/27
Messaging	Clear customer-focused messages	High	Ongoing
Outreach	Partnerships, schools, and workshops	Medium	FY 27/28

# Public Relations 3-Year Strategic Plan FY 25/26-27/28



## Strategic Goals

1. **Customer Education:** Increase customer awareness of District resources through clear online guidance, workshops, and outreach.
2. **Brand Recognition:** Vehicle wraps, name on reservoirs, signage, and “Just Call Us” messaging.
3. **Accessibility:** Improve accessibility by meeting customers where they are, expanding translated materials, and offering right-sized solutions.
4. **Community Integration:** Sponsorships, events (City, schools, and partnerships), and school programs.

## Messaging Framework

Message	Audience	Communication Channel	Notes
“You are not paying for water – you are paying for treatment, delivery and customer service”	Residential & Commercial Customers	E-Newsletter, Facebook, Budget Document	Provide context on fixed costs rising regardless of volume served
“Infrastructure improvements and investments are critical to sustainability and reliability”	All Customers, General Public	E-Newsletter, Facebook, Budget Document, Workshops, Tours	Highlight seismic needs and increased fire flow; other areas where the District is mitigating risk of failure/breaks
“High-quality water”	All Customers, General Public	E-Newsletter, Facebook, Budget Document	Highlight our high-quality water compared to other agencies
“We are challenged by unfunded-state mandated regulations”	All Customers, General Public, Policy Makers and Partners	E-Newsletter, Facebook, Budget Document, Press Release	Communicate impact on operations and planning

❖ *Keep messaging of partners and other agencies project-specific*

## Campaigns

Campaign/Program	Purpose	Duration	FY 25/26	FY 26/27	FY 27/28	Metrics for Success
PFAS-Free Campaign	Education to prevent PFAS from entering our	1/2025-12/2026	<i>Complete</i>			FB engagement and growth

**Public Relations 3-Year Strategic Plan  
FY 25/26-27/28**



	wastewater – proactive vs. reactive measure					
Summer Series	Customer education focused on water efficiency efforts	Mid-June – August	<i>Complete</i>			Increased community engagement, customers engaging in multiple programs
Fix-a-Leak Week	Promote water conservation and reduce water waste; specific to elementary-aged students	March	<i>Complete</i>			Event participation and engagement, reduction in customer leaks
Poster Contest and/or Water Efficiency Video Contest	Grade-specific contest to increase engagement and water efficiency awareness	TBD	-			# of students reached; teacher feedback

**Education, Outreach & Community Engagement**

Program/Event	Purpose	Notes	FY 25/26	FY 26/27	FY 27/28	Metrics for Success
Water Operator Booklets & Assembly	Introduce 4th-grade students to water education		<i>Complete</i>			# of students reached; teacher feedback
OPS Career Day	Highlight careers in water		<i>Complete</i>			# of students reached; feedback from organizer

**Public Relations 3-Year Strategic Plan  
FY 25/26-27/28**



LUHSD Trades Fair	Highlight careers in water		-			Student engagement; inquiries
LUHSD Career Night	Highlight careers in water					Student engagement; inquiries
Customer Survey	Bi-annual survey to gather customer feedback and inform		<i>Complete</i>	-	<i>Conduct Survey</i>	Response rate; satisfaction trends
Local Events/Ward Workshops	Provide hands-on engagement to reduce water waste and empower customers	Partner with local groups already doing workshops and promote (Caring for Fruit Trees, Household Leak Repairs, etc.)	-	<i>General Community-Wide Workshop</i>	<i>Events &amp; Workshops by Ward</i>	Attendance by ward and workshop completion surveys
Internal Steering Committee (District users' group)	Highlight underutilized tools and resources		-	<i>Bi-annual committee to evaluate and promote District resources</i>	-	Customer engagement; resources utilized

**Events**

Event	Purpose	Notes	FY 25/26	FY 26/27	FY 27/28	Metrics for Success
Water Expo	Community event to showcase the			<i>Potential for</i>	<i>Potential for annual event</i>	Attendance and feedback

## Public Relations 3-Year Strategic Plan FY 25/26-27/28



	District and engage with our community			<i>annual event</i>		survey after the event
School Assemblies and Field Trips (On-Site Field Trips)	Provide opportunities for students to see firsthand how their water gets to their tap. Currently, no budget for field trips for OUESD, so onsite is preferred.	Staff hot tap demo; partner with local groups (music, juggling, etc.)	-	-	<i>Dependent on education trailer</i>	School engagement and student and teacher feedback
Backpack Drive	Provide backpacks to OUESD students in need	Could this be combined with water expo?		<i>Potential for annual event</i>	<i>Potential for annual event</i>	Participation
City of Oakley Events	Partnership with City; community-facing events to educate and engage	Provide water monster at summer events	<i>Complete</i>	<i>Ongoing</i>	<i>Ongoing</i>	Attend relevant events
EB Regional Park Speaker Series	Partner with EB Regional Parks to educate community on the Delta	Ensure that this aligns with the District's MVP	-	<i>Promote Series</i>	<i>Promote Series</i>	Attendance

These campaigns and events highlight annual programs that reinforce District priorities, including water quality, water efficiency, education, and community trust.

### Resource Tools

Tool	Purpose/Use	Notes	FY 25/26	FY 26/27	FY 27/28
5-digit text number	Emergency and maintenance messaging; opt-in for leak and usage alerts	Potential to coordinate efforts with City	-		
Website videos and tools	Education on irrigation, water quality, repairs	Tools to support practical irrigation needs	-	<i>Ongoing</i>	<i>Ongoing</i>

## Public Relations 3-Year Strategic Plan FY 25/26-27/28



QR Codes	Link to rebates, events, tools and bill pay		<i>Complete</i>	<i>Ongoing</i>	<i>Ongoing</i>
Education Trailer	Field trips, events, etc.	Potential for water distribution	<i>Purchase Trailer</i>	<i>Design Trailer</i>	-
Repair Messaging	Update customers for repairs	Sandwich board on-site with info	<i>Ongoing</i>	<i>Ongoing</i>	<i>Ongoing</i>

### Sponsorships

Program	Notes	FY 25/26	FY 26/27	FY 27/28
FHS Scholarship	Award two \$500 scholarships annually	\$1000	<i>Ongoing</i>	<i>Ongoing</i>
Library / Community Events	TBD		<i>Ongoing</i>	<i>Ongoing</i>
CCSDA	Annual sponsorship of CCSDA Fundraiser Event	\$2500	<i>Ongoing</i>	<i>Ongoing</i>

### Communications

Program	Notes	FY 25/26	FY 26/27	FY 27/28
Social Media	Talking points for Board to use to respond to social media posts; expand into other platforms (IG, TikTok)	-	<i>Development</i>	<i>Implementation</i>
Signage	Install new conservation garden signage and Delta One-Water signage at the new Delta Coves pump station	<i>Plant signs</i>	<i>Informational kiosk</i>	<i>Delta Coves (pending construction)</i>
Internships	Utilize internships to create social media and educational content	-	<i>Utilize PR interns</i>	<i>Ongoing</i>